

RESEARCH HELPS COMPANY SHOW THAT ITS INGREDIENTS CAN BRING HOME THE BACON

ABOUT KAY DEE FEED LLC. Family-owned and operated since 1928, Kay Dee Feed Company (Nutr-Flo Company) produces quality livestock supplements, earning generations of loyal customers. As an industry innovator, Kay Dee pressed the first mineral block in 1932 and introduced the first waste-free granular livestock mineral in 1962. Kay Dee provides a full line of livestock mineral and protein supplements and has grown to be the largest independent manufacturer of mineral and protein supplements in the United States. By delivering the nutrition animals need to be healthy and productive, Kay Dee strives to improve every producer's bottom line. The company operates a state-of-the-art manufacturing facility, is headquartered in Sioux City, Iowa, and employs one hundred people.

THE CHALLENGE. Kay Dee has to prove that new products are worthwhile. Technical Sales Manager Terry Waugh recalls the company seeking out CIRAS, part of the MEP National Network™, numerous times in recent years to help with contract research projects aimed at proving the effects of Kay Dee ingredients.

MEP CENTER'S ROLE. CIRAS uses its Technical Assistance Program to identify technical experts at Iowa State University to analyze new products for Kay Dee. CIRAS works with the company and the ISU faculty member to develop a plan, perform testing, and deliver results to the company. For instance, the contract research project with ISU Animal Science faculty, Dr. John Patience, provided scientific proof that a Kay Dee soy product was an effective and lower-cost substitute for fish protein in hog feed.

Proof in the effectiveness of Kay Dee products has allowed the company to increase sales and retain jobs. By collaborating with CIRAS, Kay Dee has also realized significant cost-savings.

"We're a biotech company, and the products we sell are value-added products that require having research data in order to sell them to people. People have to be shown that it does what you say it does. That's why we do research—to determine its value in a given situation."

-Terry Waugh, Technical Sales Manager

RESULTS



Cost savings of **\$20,000**



5 jobs created/retained



Up to **\$1,300,000** in new/retained sales



\$100,000 in new products

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